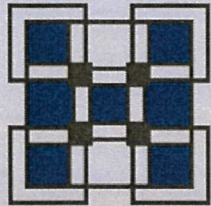




UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



**HATTEN
HOTEL**
— MELAKA —

INDUSTRIAL TRAINING REPORT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS

Prepared by :

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(2021120519)**

Prepared for:

MADAM NORLIDA ZAKIRAI@ZAKARIA



UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA

EXECUTIVE SUMMARY

This report focuses on my six month internship program with Hatten Hotel Sdn Bhd, located at Bandar Hilir, Melaka. During the internship program, I was placed under the supervision of Ms. Zainab Binti Adi. Everything is going smoothly, and I can perform all the tasks delivered to me with my supervisor's help. In this report, the major purpose of an internship is to know the working environment in the real-world situation in order to enhance the capabilities and problem-solving skills related to work. It also observed how Hatten Hotel managed their organization and work, as well as corporate and employee relations, time management, and few more. It also discussed the more specifics about this company as well as every aspect that I observed during my internship program.

There are eight sections discussed in this industrial training report. The first section consists of the preliminary page, which includes the executive summary, table of contents, and acknowledgment. The second section is the student's profile, which shows the latest resume. The following section will be the company's profile. In this section, the trainee will explain the company name, logo, location, background, mission, vision, tagline, organizational structure, products, and services offered. The fourth section is defined by the trainee in the context of training reflection consists of duration, working day and time, roles and responsibilities, tasks assigned, and benefits that the trainee gained during the internship. In the fifth section, trainees will discuss the SWOT Analysis observed in Hatten Hotel Sdn Bhd, followed by recommendations for the company to improve its management. The trainee will discuss the benefits of the internship experience in the next section. There are also some references that the trainee provides to support this report. The report's last section ends with appendices, where related images of my internship experience are shown.

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ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, I would like to thank Allah Almighty for allowing me to complete this report. This report provides me with a wealth of information. Aside from that, I want to express my gratitude and appreciation to everyone who made it possible for me to complete my internship report.

My earnest appreciation goes to my advisor, Madam Norlida Zakirai@Zakaria, for her unwavering support and always answering my questions during our consultations. She is a wonderful and kind lecturer, and I am grateful to have her as my advisor. In addition, I would also like to greatly appreciate the crucial role played by the staff at Hatten Hotel Melaka Sdn. Bhd, who permitted me to use all the necessary equipment and materials to complete my industrial training report. Special thanks to my Assistant Human Resources Manager, Ms. Zainab Binti Adi, who invested her best to lead the team to reach the goal. I also thank you for the guidance from the other supervisor.

In addition, a million thanks to my team unit, Ms. Etty Kartini Binti Mohd Yusop, for their excellent cooperation throughout the completion of my internship task. I would also like to thank my family members, who understand my situation as a daughter and student and have given me some breathing room to finish this report on time. Finally, I'd like to express my gratitude to my dear friends who have participated explicitly or implicitly in providing opinions, motivation, and inspiration to encourage me to complete this internship report.

1.0 STUDENT'S PROFILE



NUR AMIRAH FARHANAH BINTI ZAHARUDIN

CONTACT ME

PHONE

EMAIL

ADDRESS

ABOUT ME

I am a Bachelor of Business Administration (Hons.) International Business student seeking a position that suits my study background for my internship program with a reputable company that will utilize the professional and technical skills developed through study. I am happy to learn new skills and knowledge that will help me adapt my working experience in the future.

EDUCATION

Universiti Teknologi MARA (UiTM) Cawangan Melaka, Kampus Bandaraya Melaka (2021-present)

Level: Bachelor of Business Administration (Hons.) International Business
CGPA: 3.60

Universiti Teknologi MARA (UiTM) Cawangan Negeri Sembilan, Kampus Rembau (2018-2021)

Level: Diploma in Business Studies
CGPA: 3.45

WORKING EXPERIENCE

WANI FASHION
Part time sales girl

- Develop relationships with regular customers by learning about their preferences and suggesting items they may like
- Processed payments by totaling purchases, processing cash, online transfer or other credit and debit cards.

AB FOOD ASIA SDN. BHD
Agent AB Chocojar

- Doing marketing on social media such as making hard sales and soft sales to promote products
- Manage orders and delivery of products to customers

GEETA.MY
Dropship Geeta

- Help customers choose products according to their fashion style, especially in selecting materials and colors.

LANGUAGE

• Malay: Native or bilingual proficiency

• English: Professional working proficiency

• Arabic: Basic proficiency

SKILLS

• Microsoft Word: Intermediate

• Microsoft PowerPoint: Basic

• Microsoft Excel: Basic

• Adobe Software: Basic

• Canva: Intermediate

INVOLVEMENT: LEADERSHIP

- Activity Bureau for “Sawadeeka The Land of Smile: Wonders of Hatyai” at Hatyai, Thailand (2023)
- Activity Bureau Chief for “Let’s Communicate and Connect” at SK Batu Berendam, Melaka (2022)
- Exco Multimedia for Jawatankuasa Perwakilan Komander Kesatria Session 2019/2020
- Exco Program and Protocol for Diploma Business Society Session 2019/2020
- Exco Multimedia for Majlis Apresiasi Sukarelawan (2019)
- Treasurer for Pertandingan Sukan Lasak at UiTM Rembau (PERSAK) (2019)
- Assistant Project Leader for Induction Days for Business Studies Session (IDaBS) (2019)

PARTICIPATION

- Participant in the Webinar “Understanding the Roles of MATRADE and the Current Trade Issue in Middle East Countries” (2022)
- Participant in Webinar Social Entrepreneurship “Let’s Start Up: Youth Empowerment Via Social Entrepreneurship” (2021)
- Participant in Facebook Live Majlis Kesukarelawanan Universiti Malaysia MASKUM for Seminar Kesukarelawanan Kebangsaan (2020)
- Participant in “Taklimat Kebolehpasaran Graduan/Alumni Siri 2” (2020)
- Participant in Siswapreneur Virtual Talk 1/2022 Langkah Awal Memulakan Perniagaan (2022)
- Participant in Komander Kesatria Endurance Challenge (KKEC) at UiTM Segamat, Johor (2019)
- Involving as volunteer of “Malaysia Books of Records – Mural Tapak Tangan” at Pusat Aktiviti Warga Emas Tampin (2019)
- Involving as volunteer of Program Gotong-Royong Pembersihan Sungai Linggi (2018)

ACHIEVEMENTS

- Dean’s List Award (2021-2022)
- Silver Award for Outstanding Presentation on Track Endemic: Oh! Pop Sanitizer in Virtual Melaka International Intellectual Exposition 2022 Melaka, Malaysia
- Silver Award in Orienteering Komander Kesatria Endurance Challenge (KKEC) at UiTM Segamat, Johor (2019)

REFERENCES

Dr. Mohd Halim Bin Mahphoth

Position: Assistant Rector and Senior Lecturer at UiTM Cawangan Melaka

Dr. Irzan Bin Ismail

Position: Senior Lecturer at UiTM Cawangan Melaka

2.0 COMPANYS PROFILE

2.1 Name, Address, Logo, Location, and Background of Company

Company Name

Hatten Hotel Melaka Sdn. Bhd

Websites

www.hattenhotel.com

Logo



Figure 1: Hatten Hotel's logo

Location

Hatten Square, Jalan Merdeka, Bandar Hilir, 75000 Melaka

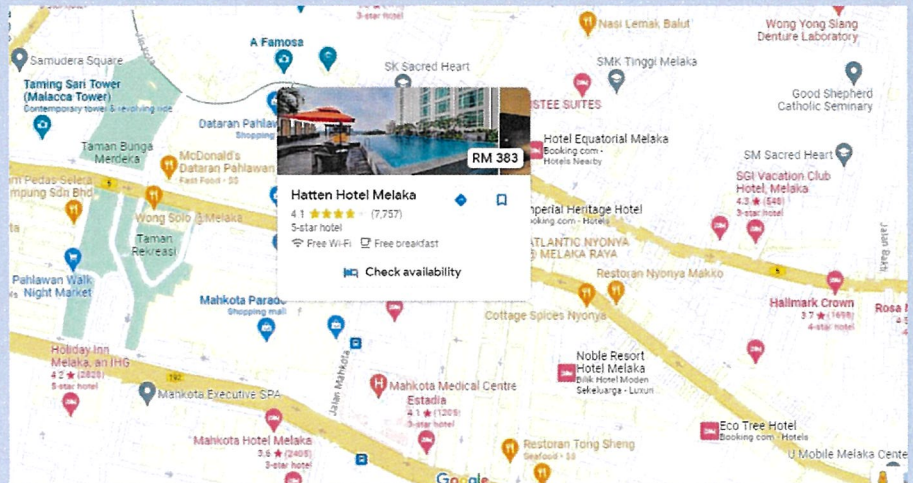


Figure 2: Hatten Hotel's Map

Background of Company

The Hatten Hotel is a luxury hotel located in Malacca City, Malaysia. It was established on 15 July 2011. "Hatten" meaning "**growth and development**" in Japanese and it is part of the Hatten Group, a leading property development company in the country. Hatten Hotels Worldwide is in the business of bringing people together to generate beautiful memories, memorable moments and enduring experiences that last a lifetime. The hotel is situated in the heart of Malacca's bustling city center, making it a convenient choice for both business and leisure travelers.

The hotel is also well-equipped for business travelers, with several meeting and event spaces available. These venues are suitable for conferences, seminars, and social functions, and come with modern audio visual equipment and professional event planning services. The Hatten Hotel is strategically located within close proximity to popular attractions in Malacca, including historical sites, shopping malls, and entertainment venues. Guests can easily explore the city's rich heritage by visiting landmarks such as St. Paul's Church, A Famosa, and Jonker Street, known for its vibrant night market. Overall, Hatten Hotel offers a luxurious and convenient stay experience in the heart of Malacca City, combining modern comforts with easy access to the city's attractions.

2.2 Vision, Mission, Brand Promise, Tagline

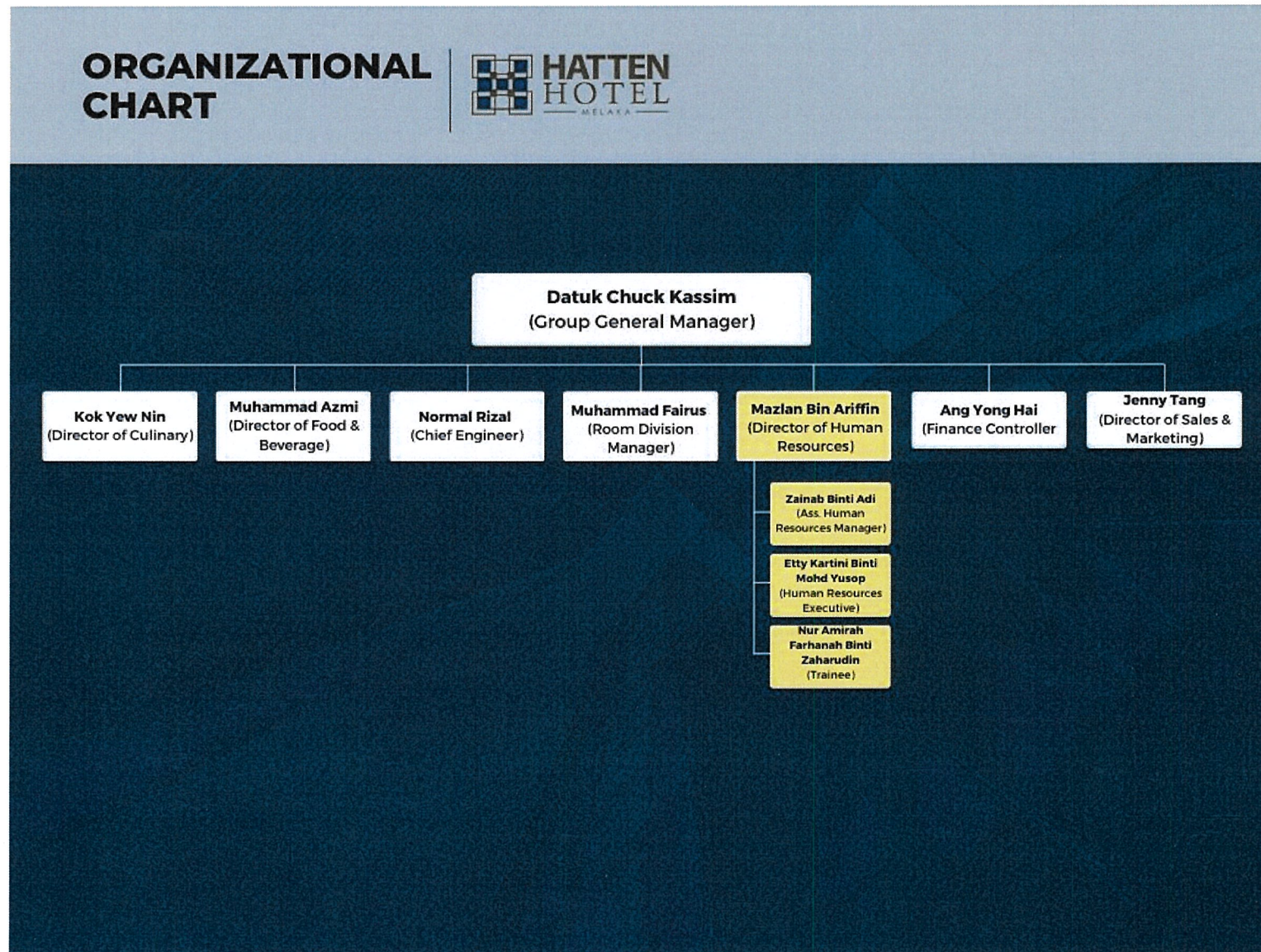
Vission	To deliver a memorable guest experience by providing excellent in personal and quality service.
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Mission	To exceed guest expectation with our signature Asian hospitality and to be the preferred hotel in Melaka.
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Brand Promise	Hatten Hotel is an iconic, full service 5-star brand committed to delivering a 5-star experience, outstanding value and convenient location, memorable family moments and personalised experiences that go the extra mile for families, leisure and business travellers.
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Tagline	"Memorable Moments in the Heart of Melaka"
----------------	--

2.3 Organizational Chart



2.4 Products or Services

The hotel is in the heart of Malacca's bustling city centre, making it a convenient choice for business and leisure travellers. Hatten Hotel boasts a modern and stylish design, offering a range of comfortable accommodations to suit various needs. The hotel features well-appointed rooms and suites with amenities such as flat-screen TVs, minibars, complimentary Wi-Fi, and luxurious bathrooms. With 704 deluxe suites ranging from 32 square meters to 98 square meters in size, Hatten Hotel offers the utmost comfort, style and convenience. There are various room types, such as Studio Suite, Junior Suite, Deluxe Suite, Hatten Suite, and Hatten Premier Suite.

In addition to its accommodation, Hatten Hotel offers many facilities and services. These include multiple dining options, including restaurants and cafes that serve both local and international cuisines. The hotel also features a rooftop bar, providing guests with panoramic views of the city while enjoying a refreshing drink. For those seeking relaxation and rejuvenation, Hatten Hotel offers a spa and wellness centre with treatment rooms, a sauna, and a fitness centre. Guests can indulge in various spa treatments and therapies to unwind after a long day of exploring the city.

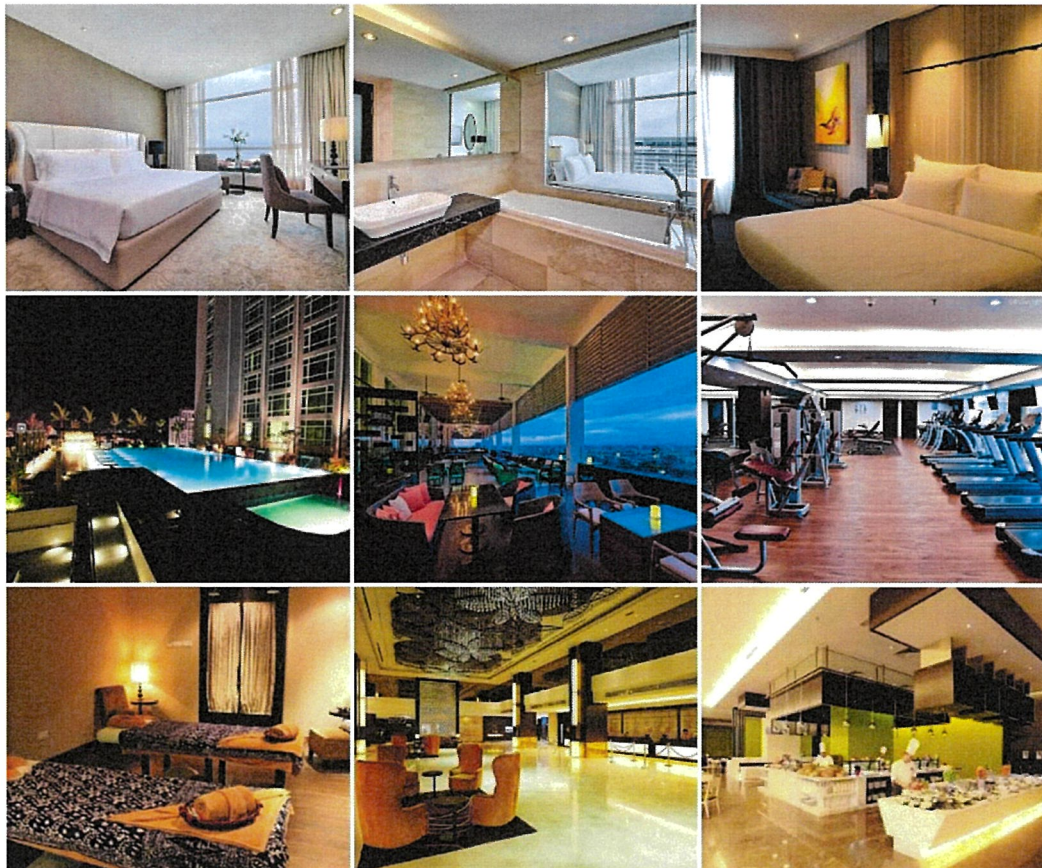


Figure 3: Facilities in Hatten Hotel

3.0 TRAINING REFLECTION

3.1 Duration, Working Day and Time, Department, Roles and Responsibilities

- **Duration**

Approximately 6 months (24 weeks). Started on 1st March 2023 and ended on 15th August 2023.

- **Working Day and Time**

Monday until Friday from 9:00 a.m. to 6:00 p.m.

- **Department**

According to the highlight on organizational chart shown in the company profile section, I was assigned to the Human Resources Department as Human Resources Assistant during my internship at Hatten Hotel. My official training supervisor is Ms. Zainab Binti Adi, as Assistant Human Resources Manager in Hatten Hotel.

- **Roles and Responsibilities**

As a Human Resources (HR) Assistant Intern, my roles involve supporting the HR department and assisting HR staff in various tasks and projects. As an intern, my responsibilities will likely be diverse and may include the following:

- i. **Administrative Support:** Help with general administrative tasks, such as filing documents, maintaining records, organizing files, and updating HR databases.
- ii. **Recruitment Support:** My role includes recruitment, assisting with job postings, candidate sourcing, resume screening, and coordinating interviews.
- iii. **Candidate Communication:** Responsible for communicating with candidates, scheduling interviews, and providing them with relevant information about the recruitment process.
- iv. **Employee Onboarding:** Participate in the employee onboarding process, helping to prepare new hire paperwork, assisting with orientation sessions, and ensuring a smooth transition for new employees.
- v. **Supporting HR Projects:** HR departments often have various projects running simultaneously. As an intern, I must assist in specific HR projects, such as employee engagement initiatives, performance management, or policy updates.
- vi. **Maintaining HR Documentation:** Ensuring that HR documents and policies are up-to-date and accessible to employees and managers.

3.2 Task

- **Assist New Employee or Trainee**

Each Monday, I assist Ms. Etty in handling the onboarding process for new employees. My responsibilities include:

- Obtaining the new staff's signatures on the offer letter.
- Collecting their personal information on the designated form.
- Processing the required documents.

Additionally, I guide them through the thumbprint registration, assist in issuing their uniforms, and prepare their lockers. Moreover, I provide name tags and employee ID cards for the onboarding procedure.



Figure 4: Assist New Trainees from Sea Education, Indonesia

- **Update Personal Data of Employees**

I will key in and update employee data in the system. Then, I will filing staff documents such as personal data, bank statements, and important documents into the personal file and sort them by department. In addition, I update the information of employees who have resigned and arrange their data in the file according to the month and year of their departure to make it more organized and systematic. By meticulously performing these tasks, I maintain a well-organized, compliant, and confidential HR record-keeping system that fosters trust and supports our HR department's overall effectiveness and our organization's success.

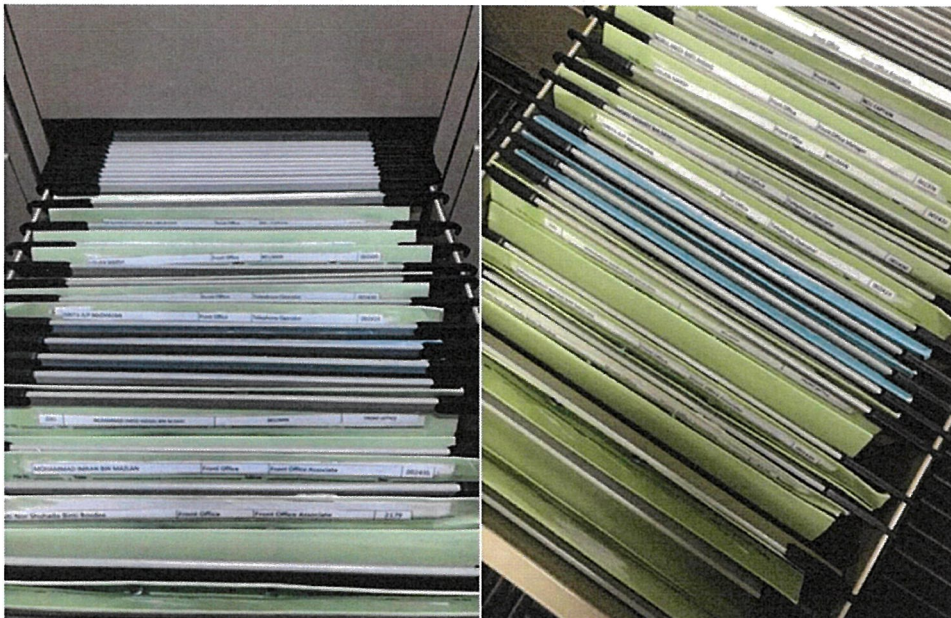


Figure 5: Employee's Personal File



Figure 6: Resigned Employee File

- **Arrange Interview Session With Candidates**

My favorite task is arranging an interview session. I will call the candidates to inform them about the interview session's details, including the date, time, and location. I must ensure the candidates have all the information they need to be well-prepared for the interview. Then, I will lock the date on the interviewer's calendar in Microsoft Outlook. After that, I must send a formal and professional email inviting the candidates to the interview with additional instructions, such as documents to bring for interview. Besides, if there are any changes to the interview schedule, I will update the calendar event and send out updates to all involved parties.

- **General Administrative Support**

In addition to the tasks listed above, I assist the HR staff whenever they require my assistance like sending important documents to the Group General Manager (GGM) or other departments, creating materials to be put on the notice board such as "People on the Move of the Month", creating menus for employees, key in leave applications for employees, updating the Typhoid status of employees that working in the Kitchen and F&B department, and many more things.

3.3 Gains: Intrinsic & Extrinsic Benefits

- **Allowances**

Hatten Hotel pays RM500 to all its interns every month per attendance. This is officially stated in the agreement that accepts the internship placement there.

- **Meals Provided**

Hatten Hotel provides the lunch meal. Each day, a variety of unique menus are offered. The lunch hour is from 12 p.m. to 1 p.m.

- **Parking Allowed (Staff Price)**

A flat rate of RM3 per day for car and free for motorcycle.

- **Gains Experience**

When the internship begins, I achieved a new experience that I never had before, especially about the cooperation as an office team in discussion and solving any issues and problems faced. As an intern in the HR department, I got a lot of experience in managing employees. Besides, I also have experience in joining Town Hall in Hatten Hotel which is events under the HR department. So, I was able to feel a valuable experience because I was able to involve myself in the event. Based on my experience at Hatten Hotel, I can understand how to brainstorm ideas to solve an issue or problem, and how to manage the flow of work according to the right track. This will help me to enhance my leadership skills, teamwork, willingness to listen to others' opinions, and a few more.

- **Gains Knowledge**

This internship makes me increase my knowledge in the working environment as it exposes me to the real work area which gains a broader understanding of daily interaction with colleagues that result in perspective exchange with opposing viewpoints. In the Human Resources field specifically, I gained new knowledge of how to manage and deal with work, legal, and decision-making at Hatten Hotel.

- **Communication Skills**

I am able to develop and gain confidence in my communication skills during my training period because I interact with employees everyday. When involved with external events, I must communicate to build confidence when interacting with others. In addition, my communication skills improved as a result of interacting with outsiders for interview invitations, reference checks, and other purposes.

4.0 SWOT ANALYSIS

SWOT ANALYSIS

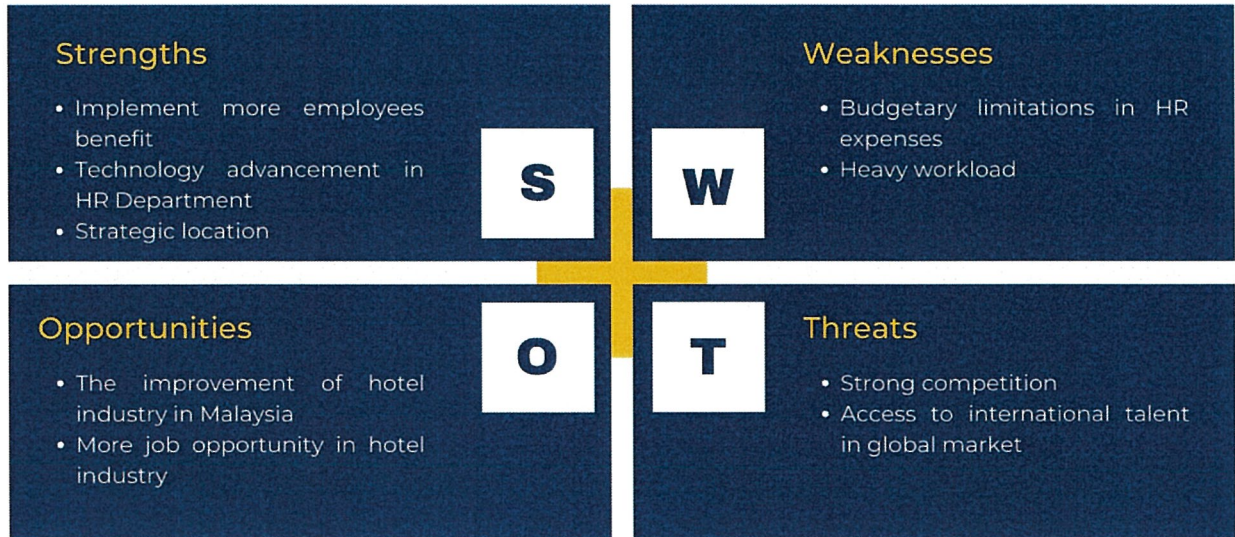


Figure 7: Swot Analysis

4.1 Discussion and Recommendation

STRENGTH

- **Implement more employee benefits**

Employee benefits refer to the additional perks and advantages that an employer offers to their employees, beyond their regular salary or wages. These benefits are designed to enhance the overall compensation package and improve the well-being, satisfaction, and engagement of employees. While some common examples of employee benefits include insurance (medical, dental, life), stock options, and cell phone plans, there are many other types of benefits that can be provided. Creating the most exceptional employees entails crafting and executing strategic human resources strategies, including providing a compelling compensation and benefits package that not only satisfies employees but also motivates them to go above and beyond for the company (Shtembari , Kufo , & Haxhinasto , 2022).

It's great to hear that Hatten Hotel places a strong emphasis on employee welfare and motivation. The various leaves provided, such as maternity leave, paternity leave, and parent care leave, demonstrate the company's commitment to supporting employees during important life events and family responsibilities. The inclusion of Parent Day for Year 1 First Day of School shows the company's consideration for the needs of working parents.

Additionally, providing furry care and exam leave highlights the hotel's understanding of the diverse needs and responsibilities of its employees. This flexibility allows employees to take care of their pets or focus on their education without the added stress of work obligations. The gesture of providing a birthday cake and wish card to employees on their birthdays is a thoughtful way to celebrate and appreciate each individual. Such personal recognition contributes to a positive work environment and fosters a sense of belonging. Moreover, offering meals at the hotel cafe to all employees, including trainees and part-time staff, further demonstrates the company's commitment to employee welfare. By providing meals, the hotel not only ensures that employees are well-nourished but also promotes a sense of community and camaraderie among the staff.

In addition, Hatten Hotel also has a CAREpoints program in place to further encourage employee dedication in their work. The program rewards employees with points that can be accumulated and redeemed for cash, food vouchers, or hotel accommodation at Hatten Hotel.

Here is a table outlining the ways to earn points and the corresponding amounts:

CAREpoints

How to earn CAREpoints?
Bagaimana Mendapat Mata Ganjaran CAREpoints?

1. Positive Online Review <i>Tinjauan Positif Dalam Talian</i>	10 points	8. Act of Honesty <i>Tindakan Kejujuran</i>	30 points
2. Positive Written Comment <i>Komen Bertulis Yang Positif</i>	10 points	9. Assisting Other Departments <i>Membantu Jabatan Lain</i>	30 points
3. Participating in CSR Program <i>Penyertaan Program CSR</i>	10 points	10. Participating in Sporting Events <i>Penyertaan Acara Sukan & Rekreasi</i>	10 points
4. Leading CSR Program <i>Mengetuai Program CSR</i>	20 points	11. Leading Sporting Events <i>Mengetuai Acara Sukan & Rekreasi</i>	20 points
5. Half-Yearly Perfect Attendance <i>Kehadiran Penuh Setengah Tahun</i>	90 points	12. Departmental Trainer <i>Jurulatih Jabatan</i>	20 points
6. Nominated Best Associate <i>Pencalonan Associate Terbaik</i>	90 points	13. Innovation <i>Inovasi</i>	60 points
7. Winner Best Associate <i>Pemenang Associate Terbaik</i>	30 points	14. Referral of External Candidate <i>Rujukan Calon Bekerja Luar</i>	60 +60 + 60 points




Figure 8: How to Earn CAREpoints

These points can serve as a form of recognition and reward for employees who consistently demonstrate dedication, productivity, excellent customer service, innovation, teamwork, and a commitment to personal and professional growth. The CAREpoints program is designed to motivate employees to go above and beyond in their roles, foster a positive work environment, and encourage the adoption of core values within themselves. It's an excellent initiative by Hatten Hotel to recognize and appreciate their employees' efforts. Overall, Hatten Hotel's focus on employee privileges and welfare is commendable. These initiatives not only motivate employees but also create a positive work culture that values and appreciates its workforce.

Recommendation

There are multiple recommendations for the Hatten Hotel can do to maintain or expand this strength. Firstly, the HR department can also organize a guidance program for new employees such as a mentor mantee. A mentorship initiative assists newly hired employees or those at the start of their careers in connecting with experienced mentors who can offer guidance throughout their professional paths. Mentorship programs at work can increase employee retention, boost workplace satisfaction and foster professional growth (Herrity, 2022). This aims to help them do new tasks well despite the different environments and cultures. New employees will likely feel lost and unsure of their work assignments. Therefore, mentoring programs become very important. Mentors are experienced people who guide and advise less experienced individuals, especially fresh graduates. Also, to make the program fun, companies can provide additional benefits to employees who volunteer to be

mentors. This guidance program can benefit both parties involved.

Next, providing comfortable restrooms or rest areas for male and female employees is a thoughtful initiative that can significantly enhance the overall well-being and satisfaction of the hotel staff. Having properly managed facilities has a significant impact on employee morale. It helps them focus, take pride in their workplace, and feel proud about working in the organization. Additionally, it contributes to decreases sick days and increases employee productivity (Management, 2019). Adequate rest during breaks can help reduce stress and contribute to better physical and mental health among employees. This can help reduce fatigue and improve overall well-being, increasing job satisfaction. Well-rested employees are likely to be more focused and productive, which can positively impact the hotel's operations and guest experiences. Besides, providing facilities prioritizing employee comfort and needs can increase employee retention rates. Satisfied employees are more likely to stay with the company for the long term.

- **Technology advancement in HR**

The implementation of the BOSS.NET employee system by Hatten Hotel's HR department is a positive step towards improving efficiency and streamlining employee-related processes. This system offers a centralized platform for updating employee profiles, processing leave applications, and potentially other HR-related functions. By using BOSS.NET, the company can ensure that employee data is more organized and easily accessible. This reduces the need for manual paperwork and streamlines administrative tasks, allowing HR personnel to focus on other strategic initiatives.

One notable benefit of the system is the simplified leave application process. With the training and exposure provided to staff employees, they can confidently navigate the system and apply for leave electronically. This eliminates the need for manual leave forms, reducing paperwork and enhancing efficiency. Employees can conveniently submit their leave applications, track their leave balances, and receive timely updates on the status of their requests through the BOSS.NET system. Overall, the implementation of the BOSS.NET employee system demonstrates Hatten Hotel's commitment to leveraging technology to enhance HR processes and improve the employee experience. By digitizing and automating tasks such as leave application, the company can save time, improve data accuracy, and create a more seamless and user-friendly experience for its employees.

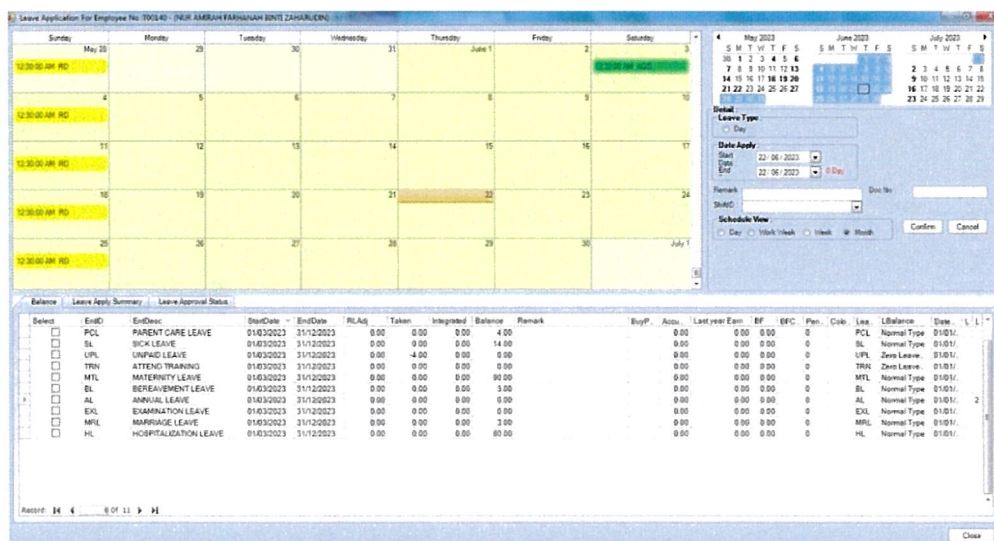


Figure 9: BOSS.NET System

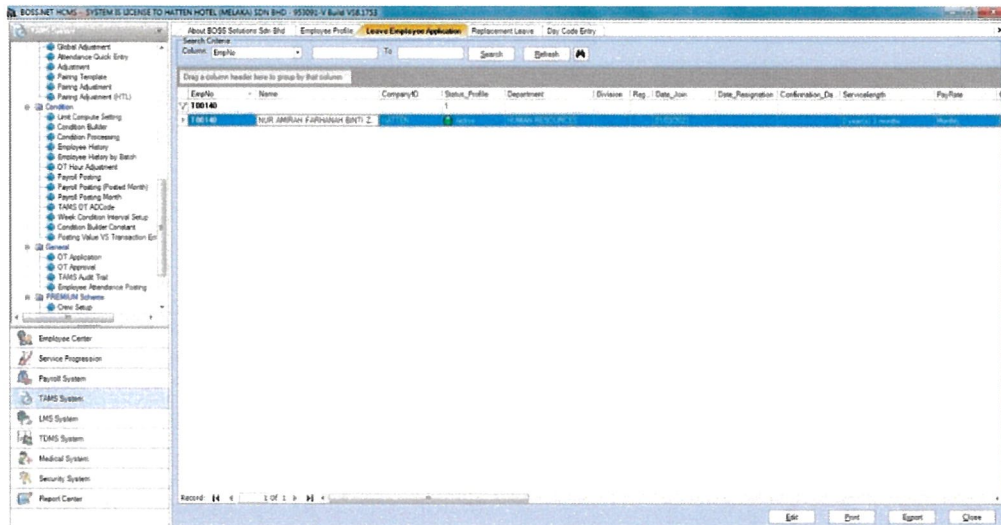


Figure 10: BOSS.NET System

RECOMMENDATION

Based on my observation, they still do not fully understand how to use the system because the BOSS.NET is still new to employee's Hatten Hotel. So they will come to the HR office to get confirmation on how to use the system. Therefore, I suggest the HR department to improve system adoption which is regular training will help employees and coordinators of department become more familiar with the BOSS.NET system, leading to better system adoption and utilization. Therefore, it will reduced HR inquiries. By having knowledgeable department coordinators, employees can seek guidance and support within their respective departments, reducing the need for them to visit the HR office for system-related queries. HR needs to schedule regular training sessions. Plan monthly training sessions for each department coordinator to attend. Ensure these sessions are comprehensive and cover all essential aspects of BOSS.NET usage.

Besides, provide training materials, guides, and resources to coordinators to support their learning and enable them to effectively train their teams. Also, encourage coordinators to provide feedback on any challenges or areas that need improvement regarding the training process. Be responsive to their needs and offer ongoing support. By implementing this strategy, Hatten Hotel can foster a more knowledgeable and empowered workforce, reduce the burden on the HR department, and ensure successful adoption and utilization of the BOSS.NET system across the organization.





- **Strategic location**

Hatten Hotel is a well-known 5-star hotel in Bandar Hilir, Melaka, with a strategic location in the heart of the city, which is a popular tourist destination. Furthermore, this hotel provides numerous customer-friendly services for going shopping at nearby malls such as Mahkota Parade and Dataran Pahlawan Mall. Hatten Hotel's strategic location in the heart of Melaka, a popular tourist destination, is indeed advantageous for both leisure and business travelers. Being a well-known 5-star hotel, it offers luxurious accommodations and a range of customer-friendly services to enhance the guest experience. The proximity of Hatten Hotel to popular shopping malls such as Mahkota Parade and Dataran Pahlawan Mall is a significant advantage for guests who enjoy shopping. These malls offer a variety of retail outlets, dining options, entertainment facilities, and more. Guests staying at Hatten Hotel can conveniently explore these nearby shopping destinations, making their stay more enjoyable and convenient.

Having a strategic location with easy access to various transportation options is a significant advantage for Hatten Hotel and its guests. This convenience offers a seamless travel experience for guests and enhances their overall stay. Besides, it easy access to transportation options like Grab car, beca, bus, and taxi allows guests to travel conveniently to nearby tourist spots and attractions. This enhances their overall experience and encourages them to explore the surrounding areas. With readily available transportation options, guests can avoid the hassle of finding transportation, especially during peak hours or busy tourist seasons. This contributes to a more relaxed and stress-free travel experience.

Other than that, this provides convenience for hotel guests to travel to the surrounding tourist spots such as A Famosa, Taming Sari Tower, Jonker Street Night Market, and more that allows guests to easily venture out and explore the cultural and historical richness of the city. The accessibility to transportation and nearby attractions positively impacts guest satisfaction, leading to positive reviews and recommendations, which can benefit the hotel's reputation and attract more guests. According to the Agoda website, most guests from Hatten Hotel give good reviews and are satisfied with the hotel's very strategic location in Melaka. Overall, the combination of a strategic location with easy access to various transportation options makes Hatten Hotel an attractive choice for travelers visiting Melaka, providing them with a seamless and enjoyable experience throughout their stay.





10.0 Exceptional

 HENG from Singapore
 Family with teens
 Junior Suite
 Stayed 2 nights in June 2022

“Good hotel with best location to shopping malls and food eateries ”

Is a five stars hotel to me as my family members enjoy our stay at Hatten hotel. The bed is very comfy and the room is very clean with nice pool and city view. The toiletries comes with nice fragrant body lotion, shower gel, shampoo and conditioner, shower caps, ear buds and sanitary bag. The toilet flush is strong and the shower area comes with overhead splash and standing splash. All in good working condition. The room air con is strong and there are two tv in my room. My son enjoys his private time watching his cartoons channel on a tv at a side bench. While me and my husband enjoy our movie on a bigger tv on our king size bed. The bedsheets, pillow cases and comforter are very clean and comfy. I am a light sleeper but I always manage to have a good sleep during my stay at Hatten hotel. The make up room staffs is very helpful and I like their services. (Remember to give them tips and compliments their good work ; as they really put in effort to maintain good standards in House keeping) There are some restaurants that I like to recommended to others. A Chinese restaurant at back alley on right side of a Muslim restaurant. They provide delicious Chinese local food. (they close on every Wednesday). Another Chinese restaurant is the clay pot 肉骨茶. It is located on the back alley which is left side of the Muslim restaurant ; opp row. And beside the 肉骨茶餐厅, (a few shops on the right side of the restaurant) there is a massage spa shop which provides Thai massage. Per Hour only Rm 65. The messue is good to release your body stress and pain. Jonker street is only a 10-15 mins walk away from Hatten hotel. There is a western cafe named geography cafe. They provide fantastic pizzas. And is only Rm 20 per pizza. A must try dish is their 8 pcs big satay at Rm 18. I love to stay in Hatten hotel and I should say they really put in effort to make every one feels like staying at home in Melaka. Thanks Hatten for making my stay safe with beautiful memories after 2.5 years re

10.0 Exceptional

 Rafidah from Malaysia
 Family with young children
 Studio Suite Twin
 Stayed 1 night in November 2021

“Strategic location”

Overall everything's good. Near to almost all the attraction in town. Walking distance to pahlawan mall, mahkota parade, etc. Room specious and clean. Big clean pool with melaka view. Buffet bfast with sort of good varieties and the f&b staff was helpful. Check in and check out smooth. Easy access, free parking. Room include bfast. Buffet for kids 6-12 years rm20/head. Cons: ask for room with nice view, but got a room with rooms view. Its ok, since the room is clean n good enough. Side bed lamp broken, sink water flow slow. Mayb in future MOD could check the room thoroughly or HKA to check the room during room makeup. Ordered room service, fried rice and chic chop with desert. But only received a set of fork n spoon. Mayb f&b shift superior could brief staff to check cutleries needed b4 sending food. But no worries, things can be fix to achieved hotel standard. My kids was happy. Definitely will stay here again.

Figure 11: Guest Feedback on Agoda Website

RECOMMENDATION

For the recommendation, Hatten Hotel may provide guests with information on transportation options and nearby attractions, either through in-room materials, a concierge desk, or a dedicated information desk. Hotel customers in particular want to be in the most convenient location for the purpose of their visit - they may be looking for easy accessibility to attractions, business areas, proximity to the airport or convenient transport and parking (Ngan, 2020). Besides, the hotel also can collaborate with local transportation providers to offer exclusive deals or discounts for Hatten Hotel guests, further enhancing the convenience and appeal of staying at the hotel. Then, encourage guest feedback to continuously improve the transportation services and explore opportunities for expanding transportation partnerships.

WEAKNESSES

- **Budgetary limitations in human resource (HR) expenses**

The impact of budgetary limitations on Human Resource (HR) expenses can be significant for a business. One fundamental impact is talent acquisition and retention. Limited HR budgets can make it challenging to attract and retain top talent, which affects the company's ability to build a skilled and motivated workforce. Additionally, budgetary limitations in HR expenses also affect training and development (P, 2023). There needs to be more investment in training and development programs to ensure employee growth and skill enhancement, potentially leading to a less competent workforce. Moreover, employee morale and engagement are also impacted by budgetary limitations in HR. Budget constraints can limit the company's ability to invest in employee engagement initiatives, resulting in decreased morale and lower productivity. Companies must find a balance between cost control and investing in HR initiatives that foster employee development, engagement, and well-being.

In my observation, Hatten Hotel has reduced its recruitment activities due to budgetary limitations in HR expenses. The company is hiring fewer employees and taking longer to fill vacant positions, indicating budget constraints. Furthermore, Hatten Hotel limits its training and development programs, with a lack of comprehensive initiatives and reduced investment in employee development. In addition, the HR department also organizes fewer programs with employees, such as celebrations, dinners with employees, and bonuses for them. With a limited budget, allocating resources for such activities may be challenging, leading to potential dissatisfaction and frustration among employees. Employees feeling a lack of recognition or opportunities for social interaction can affect their motivation, job satisfaction, and overall engagement. In turn, this can impact their productivity and the overall atmosphere in the organization.

RECOMMENDATION

To address this issue, HR can encourage employees to take the lead in organizing low-cost or no-cost activities. This could include potluck days, team-building games, or volunteer activities in the local community. The benefits of having workplace celebrations include enriching work culture, boosting morale, and creating a more inclusive workplace community (He, 2023). Also, engage employees in open discussions or surveys to gather their ideas and preferences for low-cost or creative activities. This will help HR understand their needs and develop solutions accordingly. Next, collaborate with other departments. Collaborate with other departments or teams with resources or budgets for joint events or activities. This can foster relationships with departments and create a sense of unity within the organization. So it can help the HR department to organize programs without spending a large budget.

While the absence of an employee budget may present challenges, HR must communicate

openly with employees about the limitations and explore alternative ways to maintain employee satisfaction and engagement. HR can still create a positive work environment despite budget constraints by demonstrating a commitment to employee well-being and considering their feedback.

- **Heavy workload**

Heavy workload is a significant weakness within organizations as it poses several challenges and drawbacks for employees. Employees who are given too many jobs and obligations may suffer personally as well as negatively impact the organization's performance as a whole. Companies should pay attention to the workload issue since it has a substantial influence on staff performance. Research indicates that unmanageable workloads are cited as a major stressor by 46 percent of workers, and approximately 26 percent of employees frequently experience burnout on the job (Picincu, 2019).

Various techniques were used to observe the situation and evaluate it at Hotel Hatten and one of them through face-to-face and indirect employee feedback. This allows people to voice their concerns about workload and offer insightful information about how it impacts their productivity and well-being. Within the organization, certain employees are assigned diverse tasks that encompass multiple domains. It is plausible that these tasks lack effectiveness and impose a substantial workload on employees, surpassing the boundaries of their assigned roles.

The heavy workload significantly can impact on work-life balance. Heavy workloads are known to cause stress, anxiety, fractures in relationships, health complications, and reduced overall effectiveness (Havaei & MacPhee, 2019). Increased absenteeism from work, lower employee satisfaction, and greater medical expenses can all be attributed to this. Additionally, it can reduce productivity and employee engagement. Employee engagement and morale can be severely affected by heavy workloads. Employee motivation, job happiness, and loyalty to the company may all suffer from feelings of work overload and constant stress. In general, firms may have difficulty recruiting and retaining top staff as a result of the impact of heavy workloads. These issues include decreased productivity, decreased employee engagement and morale, higher staff turnover and lower quality of work.

RECOMMENDATION

There are a few of recommendations the company may use to address the weakness of a heavy workload and reduce its impacts. Initially, employees must to make an effort to reduce time-consuming jobs and minimize those that are unnecessary. Hatten Hotel could think about hiring more contract staff to manage heavy workloads, allowing up current staff members to concentrate on their main responsibilities, or dividing jobs fairly and effectively to avoid employees from being overworked in areas outside of their job descriptions. In addition, it is helpful to plan out the task in advance in accordance with the organizational cycles that are in place (Picincu, 2019). For example, the process of employing new workers, whether they will be employed permanently or temporarily, requires considerable planning and preparation, as well as possibly long hours of work. Instead of extending

the deadlines, higher-level managers or employees might strategize in advance, which would allow people to do their work at pace that is smoother to manage, improve their performance, and predict any problems before they happen.

In addition, the Hatten Hotel can address this issue by organizing activities that encourage teamwork, conducting seminars, and engaging in various other forms of social interaction. These kinds of activities encourage teamwork among workers and help them feel less stressed. When employees are overworked and anxious, it might be helpful to pair them together with other employees and encourage them to collaborate in order to distribute the burden more fairly. By putting these recommendations into action, organizations have the potential to cultivate a working atmosphere that is both healthier and more balanced, so effectively decreasing the harmful impacts of excessive workloads. The health and happiness of workers, as well as the productivity of the business as a whole, will all see improvements as a result.

OPPORTUNITIES

- **The improvement of hotel industry in Malaysia**

According to Dandy Koswaraputra, Prime Minister Muhyiddin Yassin stated that the government will aim to make tourism companies in Malaysia more competitive by launching National Tourism Policy (DPN) 2020-2030 (Koswaraputra, 2020). At the same time, the government will support sustainable and inclusive sector growth and future disaster planning. In order for the goal of the strategy to be realised, the Prime Minister emphasised the need of advancing the tourism industry through the use of digital technologies. In addition, as part of the new tourist policy, Malaysia will establish Special tourist Investment Zones for tourism projects. The goal of these zones is to improve public-private collaboration and attract more investments from both domestic and international sources. Additionally, this might help the Hatten Hotel's reputation so that it gains more local and international guests. The policy's focus on making tourism companies in Malaysia more competitive, supporting sustainable growth, and incorporating digital technologies aligns well with the hotel's objectives for advancement and expansion. Therefore, this could offer an opportunity for Hatten Hotel to grow its range of services and accommodate the changes that have taken place in the hospitality sector.

With the government emphasizing the use of digital technologies to advance the tourism industry, Hatten Hotel can invest in digital solutions and innovations to enhance guest experiences, streamline operations, and improve overall efficiency. Besides, the policy's emphasis on inclusive sector growth and special investment zones opens up opportunities for Hatten Hotel to explore new service offerings and diversify its hospitality portfolio. This could mean adding new features, focusing on specific markets, or making sure guests have unique experiences. Hatten Hotel has great opportunity for expanding brand awareness because Melaka is a well-known tourist destination and is close to popular attractions.

The establishment of Special Tourist Investment Zones provides Hatten Hotel with an avenue to attract investments from both domestic and international sources. This can facilitate the hotel's expansion plans and potentially lead to the development of new properties or projects. According to New Strait Times, the Melaka government is seeking an allocation of RM20 million from the Tourism, Arts and Culture Ministry (Motac) to upgrade tourism products in the state ahead of the Visit Melaka Year 2024 (TMM 2024) (Bernama, 2023).

RECOMMENDATION

To take advantage of these opportunities, Hatten Hotel should identify market trends and demands in the tourism industry and align the hotel's strategy accordingly. Numerous hotels are now seeking to distinguish themselves by incorporating distinctive and innovative elements into their property's design, layout, or decor. As travelers increasingly seek unique and experiential hotel experiences, any efforts made by hotels to offer novelty and creativity will give them a competitive edge in the industry.

Understanding market trends and demands enables Hatten Hotel to adopt a customer-centric approach. By gaining insights into what travelers are looking for, the hotel can tailor its offerings to meet their preferences and expectations. This customer-focused strategy enhances guest satisfaction and fosters loyalty, leading to repeat business and positive word-of-mouth recommendations. The tourism industry is highly competitive, with many hotels and hospitality providers vying for the attention of travelers. Identifying market trends allows Hatten Hotel to differentiate itself from competitors by offering unique and relevant services. By staying ahead of the curve, the hotel can gain a competitive advantage and attract a larger share of the market. In addition, improved marketing and communication. A strategy aligned with market trends enables Hatten Hotel to craft targeted marketing campaigns and communication strategies. This ensures that promotional efforts resonate with the intended audience, leading to higher engagement and conversion rates.

In conclusion, identifying market trends and demands in the tourism industry is a strategic imperative for Hatten Hotel. It facilitates a customer-centric approach, enhances the hotel's competitiveness, optimizes resource allocation, and positions the hotel to capitalize on emerging opportunities. By aligning its strategy with market demands, Hatten Hotel can create memorable guest experiences, maintain a strong market position, and drive long-term success in the dynamic and ever-evolving tourism industry.

RECOMMENDATION

At Hatten Hotel, they provide many job opportunities such as in the Front Office, Kitchen, Maintenance and Housekeeping departments. They promote vacancies on online job portal such as Job Street and The Future Job. Furthermore, we also participated in the career fair program, "Program Peluang Kerjaya Dalam Sektor Perhotelan Bersama Institusi Pengajian Tinggi Di Melaka" at Hotel Seri Malaysia, Melaka and the "Career Fair UiTM X MYFutureJobs" at UiTM Lendu, Melaka. However, based on my observations, I suggest HR Hatten Hotel to be involved in the career fair program apart from Melaka. By participating in career fairs in different locations, Hatten Hotel can create more visibility for its brand among job seekers and students from various regions. This increased brand awareness can attract potential candidates who may not have been familiar with the hotel previously. Besides, career fairs offer networking opportunities with not only potential candidates but also other industry professionals and stakeholders. This can lead to potential collaborations and partnerships to Hatten Hotel.

To effectively participate in career fairs outside of Melaka, Hatten Hotel should plan in advance and tailor its approach to the specific regions and demographics of each event. Having a well-designed booth, informative materials about the hotel, and engaging representatives from various departments can make a positive impact on potential candidates. Other than that, leverage social media platforms such as LinkedIn, Facebook, Twitter, and Instagram to promote job openings. Share engaging posts and videos about the hotel's work environment and employee experiences to attract potential candidates.

Overall, expanding career fair participation to different regions can significantly benefit Hatten Hotel by widening its reach, attracting diverse talent, and enhancing its reputation as a sought-after employer in the hospitality industry.

THREATS

- **Strong competition**

Currently, hospitality industries are facing many challenges and one of them is high level and intensity of competition. Hatten Hotel may face strong competition from nearby hotels such as Imperial Heritage Hotel, Double Tree by Hilton and Swiss Garden. The proximity of these hotels to each other means they are competing for the same pool of potential guests. Travelers looking for accommodations in a specific area may consider all these hotels as viable options. Double Tree by Hilton and Swiss Garden are part of well-established international hotel chains, which gives them strong brand recognition. This can attract guests who prefer the familiarity and reputation of global hospitality brands. Besides, each hotel may offer a unique set of facilities and amenities to attract guests. These can include upscale restaurants, spa and wellness centers, fitness facilities, and other services that cater to specific guest preferences.

Besides, price is a significant factor in a guest's decision-making process. Competition between nearby hotels can result in competitive pricing strategies, promotional packages, and special deals to attract more guests. Moreover, guests are more likely to choose Hatten Hotel when they perceive that the price they pay aligns well with the quality of facilities and services they receive. This creates a sense of value for money, which is essential for guest satisfaction and positive reviews.

RECOMMENDATION

Based on my opinion, online reviews and guest feedback play a crucial role in shaping a hotel's reputation. Positive reviews and high guest satisfaction can give a competitive edge to a hotel, while negative reviews can impact the hotel's image. So, Hatten Hotel needs to provide good service and hospitality to guests to maintain the image and reputation of the hotel. Feedback from guests plays a big role when there are high competitors in the hotel industry. In addition, effective marketing and promotional efforts can impact a hotel's visibility and customer perception. Hotels in close proximity may employ various marketing strategies to reach potential guests and stand out from the competition. Last but not least, Hatten Hotel can offer loyalty programs to encourage repeat bookings and customer retention. Providing exclusive benefits and rewards to loyal guests can strengthen customer loyalty and reduce the likelihood of switching to a competitor.

5.0 CONCLUSION

In conclusion, my internship in the Human Resources department at Hatten Hotel has been an exceptional and rewarding experience. Throughout the six months of the internship, I have had the privilege to work alongside a dedicated team of HR professionals who have been instrumental in my growth and development. At Hatten Hotel, I was exposed to all aspects of HR management, including talent acquisition, employee training and development, performance appraisal processes, and fostering a positive work culture. Each day presented new challenges, providing me with valuable opportunities to learn and apply HR best practices in a real-world setting. I am grateful for the support and guidance of my supervisor and colleagues, who were always willing to share their knowledge and insights. Their mentorship enhanced my technical HR skills and instilled in me the importance of empathy and effective communication in building strong and cohesive teams.

One of the most significant highlights of my internship was the chance to contribute to various HR initiatives. I actively participated in recruitment drives, assisted in conducting new onboarding of employees, and engaged in employee activities. These experiences boosted my self-confidence and reinforced my passion for a career in Human Resources. Working in the HR department of Hatten Hotel has exposed me to the hospitality industry's unique challenges and dynamics. This exposure has broadened my perspective and provided me with valuable insights into HR's role in ensuring exceptional guest experiences and maintaining a motivated workforce. As I look towards the future, I am excited to carry forward the skills and knowledge I have acquired during my internship at Hatten Hotel. The hands-on experiences and exposure to real-life HR scenarios have prepared me to face the challenges of a professional HR career with confidence and enthusiasm. I extend my heartfelt gratitude to the HR team at Hatten Hotel for their unwavering support and for fostering a nurturing learning environment. The experience gained during this internship has undoubtedly shaped my career aspirations and set a strong foundation for my journey ahead.

Thank you, Hatten Hotel, for this invaluable opportunity. I will always cherish the memories and lessons learned during my time here, and I look forward to staying connected with this remarkable organization in the future.

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